

ABSTRACT OF THE DISCLOSURE

An event-driven information display system and an event-driven information display method are provided in which advertisements, contents and the like are able to appeal to users effectively and efficiently at a low advertising expense. A server 10 and a client 30 are connected to each other through the Internet 20. The client 30 includes a control section 32 for detecting the generation of an event. The client 30 sends a category defined corresponding to the event detected by the control section 32 to the server 10, receives advertising information sent from the server 10 and displays it based on the category received. The server 10 includes a category/content correlation table 16 which stores advertising information defined corresponding to correlation information. The server 10 reads out, from category/content correlation table, advertising information corresponding to the correlation information sent from the client 30 and sends it to the client 30 where it is displayed by a browser 36.